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**WHAT IS CLAIMED IS:**

1. A fixture for insertion into a gypsum board wall to enable pictures and the like to be hung therefrom comprising:

a metal strip bent in a Vee to provide a first leg and a second leg, said  
5 first leg functioning as an anchor and said second leg functioning as a hanger;  
said second leg terminating in a hook; and  
said first leg being arcuate with a center of curvature substantially at  
the center of curvature of said hook.

10 2. A method for inserting the fixture of claim 1 into a gypsum board wall comprising the steps of:

rotatably supporting the hook of said second leg so that its center of  
curvature is disposed at a point outwardly from the wall at about the distance of the  
radius of curvature of the first leg; and

15 driving said first leg into the wall.

3. An installation tool for the fixture of claim 1 comprising a body and  
a driver;

said driver comprising a rod terminating at its distal end with a push  
20 surface;

said body having a face adapted to be urged against the surface of the  
wall;

said body having a bore and a cavity formed therein along an axis  
perpendicular to said wall to receive said driver and said fixture, respectively;

25 said cavity being formed to provide a shoulder at the base thereof in  
which the hook of said fixture is captured and pivotally supported when said body  
face is urged against said wall;

said cavity being further formed to constrain said fixture therein with  
the distal end of said first leg pointed at said wall;

30 said push surface being disposed to abut said fixture; and

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impact means for driving said driver and said push surface against said fixture to progressively drive said first leg into said wall along an arcuate path.